

Framework for Positive Parking

All Member Briefing
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Aim of project

- To produce a framework for managing Cornwall's car parking against objectives of supporting the economy, the environment and people.
- **Supporting the economy**
 - To facilitate efficient traffic management
 - To support local businesses
 - To support growth in housing and employment
- **Supporting the environment**
 - To support environmental growth
 - To encourage a modal shift where alternatives are available
 - To contribute to the management of air quality in our towns
- **Supporting people and communities**
 - To provide opportunity for place shaping and improved public realm
 - To support quality of life for residents
 - To operate as an efficient service of Cornwall Council

National Positive Parking Agenda

- The Positive Parking Agenda (PPA) is an initiative started by a group of local authorities, supported and assisted by the British Parking Association.
- Cornwall Council is signed up to the agenda and sits on the national steering group
- **The Vision**
To gain recognition for parking management as a valued service and significant contributor to a better, safer, more accessible and sustainable environment.

Cornwall Positive Parking

- Four main themes developed to manage the extensive scope of research, development and review work:
 - Assets (the authority operate around 280 off street car parks, of which 205 run by Parking Services were the focus of this project)
 - Enforcement (the enforcement team sits in the Neighbourhoods Directorate and comprises 49 members of staff)
 - Tariffs (there are currently 123 different tariffs across our car parks and several car parks that are non-charging)
 - Technology (technology can and should be deployed to support efficient and effective delivery of all of the above)

Evidence

- Extensive data held within Cornwall Council on car park usage, condition, tariffs, assets, income, role of car parks within the wider town context and wider policy context.
- Best practice learnt from other local authorities and experts in the field of parking on policy, tariffs, disabled badge holders and use of technology.
- An Inquiry day held on 9 February 2018 with witnesses giving evidence on current operations, national parking agenda, best practice in other local authorities, role of parking in town centres, enforcement in rural areas, legal background and wider Council strategy.
- An independent review is being undertaken by Parking Associates of the Parking Service, benchmarking the service against other authorities operating both an internal and/or external model.

Asset Review Principles

- Review of car parks in context of future development, growth and supporting urban environment
- Car parks to be categorised as 'Gold'; 'Silver'; 'Bronze' relating to facilities and maintenance
- Develop an Asset Management Plan for car parks
- Review opportunities for underutilised car parks
- Install Pay on Foot where appropriate
- Review of highway network signage to support access

Enforcement Principles

- Marketing and branding to change public image
- Review number and deployment of officers
- On line reporting of non-compliance issues
- Utilise camera cars and scooters for enforcement
- Review the scope of duties that CEOs can undertake to possibly include other public protection enforcement duties
- Review and develop an effective system to support carers in the community
- Consider utilising CCTV technologies to manage safety and traffic outside schools
- Review and update Cornwall's CEO Handbook

Tariff Principles

- Review applicability of tariff bands across Cornwall
- Considerations in tariff setting:
 - Public transport price and availability
 - Economic baseline indicators reflecting health of town centre
 - Traffic network demand
 - Air Quality
 - Location in relation to town centre
 - Parking demand (85%:15% rule)
- Reserved spaces to be charged in three tiers and annual increase in line with inflation (market value review every 5 years)
- Comprehensive marketing plan
- Review of all council owned free car parks

Technology Principles

- Contactless payment technology to be the norm across the service
- Integrate the parking service into the Cornwall Travel App so that users can review availability of parking in advance
- Provide paperless opportunities for businesses to reimburse customers
- On line parking accounts to be provided for users to top up on line
- In car automatic payment technology
- Bay sensor technology
- Blue badge technologies (SIMON project)

Delivery Plan

- Short term - 2019
 - We will ensure our car parking charges are easy to understand
 - You will be able to pay on foot (pay on exit) in our larger car parks – no longer worrying about your time running out
 - We will improve signs leading to our car parks so they will be easier to find
 - Carers will find it easier to park on-street even where there are parking restrictions.
 - We will establish a car park user group to hear your views on our proposals
 - You will be able to report parking concerns online for our civil enforcement officers to investigate
 - We will use camera cars to clamp down on illegal parking
 - We will trial camera enforcement to assess effectiveness at tackling parking compliance issues at schools.

Delivery Plan

- Long Term
 - Our busiest car parks will have more facilities including CCTV, they will be well lit, with coloured bays dedicated for specific users including blue badge holders, motorcyclists and cyclists.
 - We will ensure our new car parks are environmentally friendly and built to highest standards
 - You will be able to find and book a space in advance
 - You will be able to charge electric cars in most car parks
 - All car parks will be self-enforcing so all enforcement officers will be patrolling the streets not car parks
 - Our car parks will meet the needs of the location. Some may be in new locations, some will have been redeveloped to make better use of the site, while others will be devolved

Next Steps

- Recommendations to Cabinet:
 - Approve and endorse the Positive Parking Framework and principles
 - Approve the Positive Parking Delivery plan
- Biannual report to Economic Growth and Development OSC
- Performance monitoring to include: economic health of towns, parking service indicators and wider impacts

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